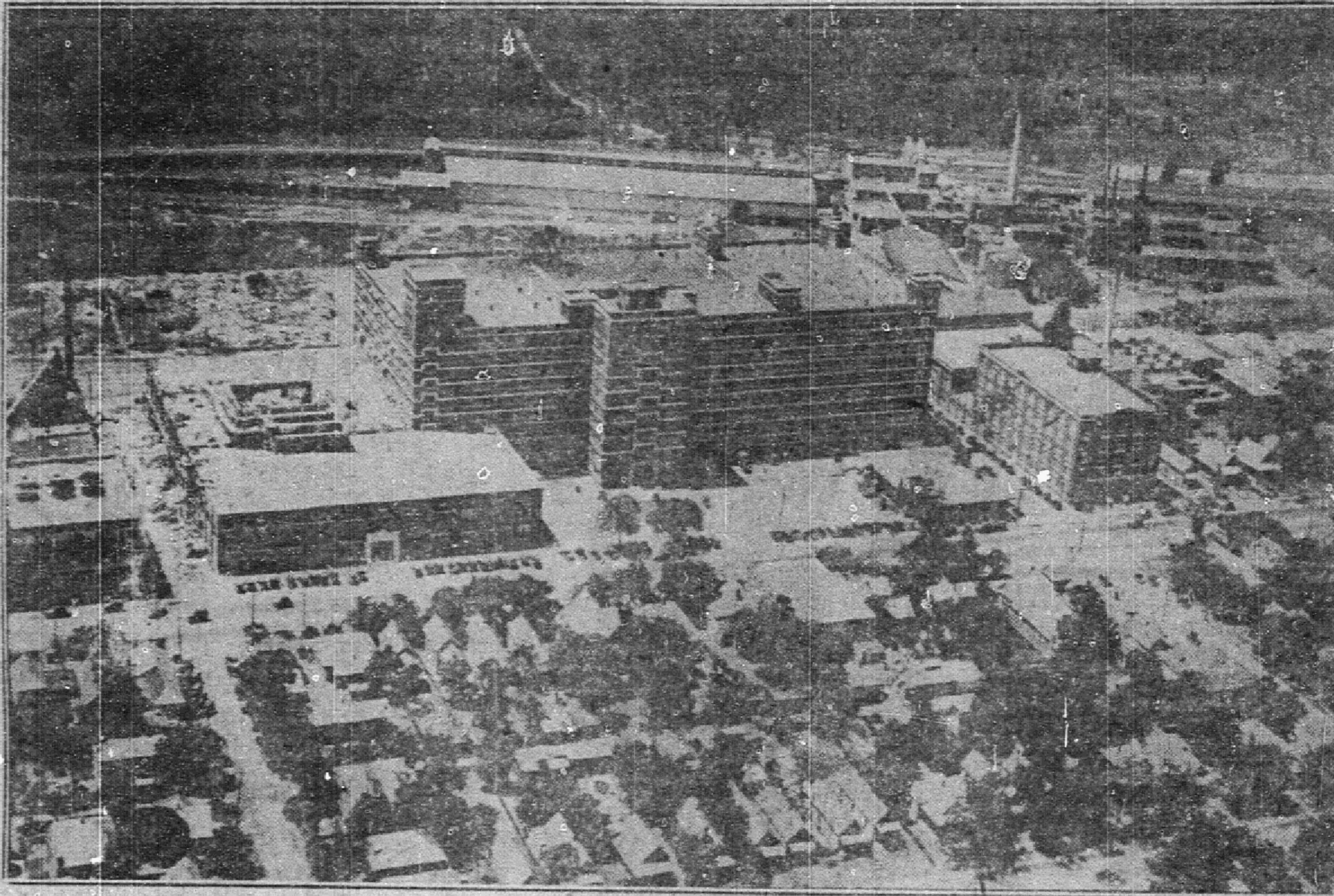


Airplane View of Sears-Roebuck Building and Retail Store to Open Monday



—Airplane Photo by H. E. Hebert.

This airplane picture shows the big Dallas establishment of Sears, Roebuck & Co., and the new retail store building, just completed, and which will be opened to the public Monday morning. The Dallas store will be third retail store established by the great mail order house,

Chicago and Seattle being the first cities in which retail business has been undertaken.

The new retail building in Dallas adjoins the main mail order buildings at South Lamar and Arnold streets, and was built at a cost of \$599,000. Two stories and basement, the building is designed to

carry six additional floors.

H. M. Rubel, manager of the Dallas interests of Sears, Roebuck & Co., says the retail store will carry in stock everything listed in the company's catalogue. Customers may examine and in cases of wearing apparel try on goods before paying for them. Delivery service

will be provided when requested. Free parking space is provided for customers' cars.

A. M. Honnet, formerly with the Southwestern Advertising Company, will be manager of the retail department, James Berninger will be store superintendent and T. H. Rubel, assistant superintendent.